

1
2 UNITED STATES DISTRICT COURT
3 OF THE STATE OF WASHINGTON
4 WESTERN DIVISION AT SEATTLE

5 UNIVERSAL LIFE CHURCH)
6 MONASTERY STOREHOUSE,)

7 Plaintiff,)

No. 2:19-CV-301

8 vs.)

9 MAURICE KING, et al.,)

10 Defendants.)

11 -----)

12
13 REMOTE TELEPHONIC 30(B)(6) DEPOSITION OF
14 AMERICAN MARRIAGE MINISTRIES BY AND THROUGH
15 LEWIS KING

16 * * CONTAINS CONFIDENTIAL - AEO INFORMATION * *

17 Seattle, Washington

18 Wednesday, April 15, 2020

19
20
21
22
23 Reported by:

24 Connie Recob, CCR 2631, RMR, CRR

25 JOB NO. 179383

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2 yesterday -- I think everybody was doing

3 it, but if anybody is not, if they can just

4 can turn off the audio, your speaker

5 portion of it, that would help, just to

6 help Connie and the background noise.

7 EXAMINATION

8 BY MR. GALLETTCH:

9 Q. Okay. Mr. King, you -- have you

10 ever been deposed before?

11 A. No.

12 Q. And you are -- I guess, participated

13 yesterday with the deposition of Mr. Yoshioka?

14 A. I was present for part of it.

15 Q. So you -- watching that, you

16 understand how this works?

17 A. I do.

18 Q. You understand that you are under

19 oath right now?

20 A. I do.

21 Q. And are you here on -- as a designee

22 of American Marriage Ministries?

23 A. I am.

24 Q. Have you done anything to prepare

25 for your testimony today?

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2 Q. Did you talk to anybody else other

3 than the attorney?

4 A. About what?

5 Q. Your testimony today or any of the

6 subjects.

7 A. No, I only spoke with my attorneys.

8 I mean -- I mean I --

9 Q. And where did you --

10 A. Let me finish that. I mean I

11 obviously discussed with Glen what was going

12 on.

13 Q. When did you discuss this with Glen?

14 A. I don't recall. We're good friends.

15 We chat frequently. You know, it came up

16 probably in conversation a number of times.

17 Q. Did you talk to him last night after

18 his appearance?

19 A. Did I talk to Glen last night? Yes,

20 I was with him during the appearance, and we

21 talked afterward.

22 Q. I'm sorry. You have to maybe speak

23 a little louder. I just have a hard time

24 hearing.

25 A. Yes.

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2 A. Yes.

3 Q. What did you do?

4 A. There was about a two-hour call

5 with -- with our represent -- our lawyers.

6 Q. Was an attorney present?

7 MS. ROBERTS: Anything that we

8 discussed, that's all privileged.

9 THE WITNESS: Gotcha.

10 BY MR. GALLETTCH:

11 Q. Yeah. Don't -- you don't have to

12 state what you said, but just to make sure I

13 understand what you said, you said you had a

14 two-hour call with an attorney?

15 A. Yeah, preparation.

16 Q. Did you read any documents?

17 A. I skimmed the document that was sent

18 out a couple of days before this proceeding

19 began.

20 Q. When did you -- when did you read

21 that?

22 A. Monday.

23 Q. Did you read anything else in

24 preparation for your deposition?

25 A. Not that I can recall.

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2 Q. And did you speak with him outside

3 the presence of your attorney?

4 A. Yes.

5 Q. Did you discuss anything about his

6 testimony yesterday?

7 A. Yes.

8 Q. What did you discuss?

9 A. Oh, just talked about how it went,

10 you know. I commended him on doing a pretty

11 good job, you know, keeping it together. I

12 don't recall any further details.

13 Q. Did you talk about any of the

14 subjects or the questions that were asked?

15 A. I don't recall.

16 Q. Are you saying this happened last

17 night and this morning you don't recall?

18 A. If you're asking me the specific

19 topics that we discussed, yeah, I don't -- I

20 can't give you anything further than I --

21 whatever Mike discussed we probably covered at

22 some point.

23 Q. Well, my question wasn't -- that

24 wasn't my question.

25 My question was: Did you discuss

<p style="text-align: right;">Page 38</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 THE WITNESS: American Marriage</p> <p>3 Ministries is claiming a couple of things</p> <p>4 as I understand it. One, that the</p> <p>5 Universal Life Church Monastery -- I'm</p> <p>6 getting really bad feedback here. The</p> <p>7 Universal Life Church Monastery -- guys, I</p> <p>8 can't do this. This is really --</p> <p>9 something's messed up with the sound. I'm</p> <p>10 going to call back in and see if it works.</p> <p>11 MR. GALLETTCH: Yes. We'll go off</p> <p>12 the record. Why don't you disconnect and</p> <p>13 reconnect.</p> <p>14 THE WITNESS: Okay.</p> <p>15 (Recess 9:45-9:47.)</p> <p>16 MR. GALLETTCH: We can go back on the</p> <p>17 record.</p> <p>18 THE COURT REPORTER: Okay.</p> <p>19 EXAMINATION (Continuing)</p> <p>20 BY MR. GALLETTCH:</p> <p>21 Q. Mr. King, is there anybody else in</p> <p>22 the room with you?</p> <p>23 A. Yeah, I've got roommates, a couple</p> <p>24 of cats and Glen Yoshioka just dropped off some</p> <p>25 pastries for me.</p>	<p style="text-align: right;">Page 39</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 Q. Okay. So the last question that you</p> <p>3 didn't get to answer was: As the executive</p> <p>4 director of AMM, what are AMM's counterclaims</p> <p>5 in this lawsuit as you understand it?</p> <p>6 A. As I understand them, the</p> <p>7 counterclaims are that our -- is that Universal</p> <p>8 Life Church is using our trademark without our</p> <p>9 consent and that they launched a false attack</p> <p>10 website that has cost us significant</p> <p>11 reputational and financial damage.</p> <p>12 Q. Anything else?</p> <p>13 A. That, I think, sums it up.</p> <p>14 Q. And you said "reputational and</p> <p>15 financial damage."</p> <p>16 Has AMM made any effort to determine</p> <p>17 its financial damage?</p> <p>18 A. Yes.</p> <p>19 Q. What did AMM do?</p> <p>20 A. Well, there's a couple of things we</p> <p>21 did. We -- I mean, we worked using the</p> <p>22 analytical tools at our disposal and with our</p> <p>23 accountant to sort of do analysis -- well, of</p> <p>24 lost revenues and changes in site visitor</p> <p>25 behavior that seemed to indicate that there's</p>
<p style="text-align: right;">Page 40</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 a -- that -- yeah.</p> <p>3 Q. So let me correct me if I'm wrong.</p> <p>4 I want to make sure I get it straight from you.</p> <p>5 So you used the analytical tools</p> <p>6 available and your accountant to analyze the</p> <p>7 lost revenue and the changes in the site</p> <p>8 visitor behavior.</p> <p>9 Do I have that right?</p> <p>10 A. Sure. Yeah, I think that's a pretty</p> <p>11 good summary of what we did.</p> <p>12 Q. Okay. You say "we." Who is the</p> <p>13 "we"? Who are the people that did this?</p> <p>14 A. Well, it would have been myself,</p> <p>15 Glen Yoshioka would have participated in this.</p> <p>16 We would have got data and reports from Bill</p> <p>17 Simpson, our accountant, and we worked with our</p> <p>18 lawyers as well.</p> <p>19 Q. Okay. What analytical tools did you</p> <p>20 use?</p> <p>21 A. Google Analytics.</p> <p>22 Q. I want to make sure I get a -- while</p> <p>23 I've got you here today, make sure -- this is</p> <p>24 the one time I get to ask you questions as the</p> <p>25 executive director, so I want to make sure I</p>	<p style="text-align: right;">Page 41</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 get this right and straight. So let me make</p> <p>3 sure I get a complete list from you of all the</p> <p>4 analytics tools that you used.</p> <p>5 So one was Google Analytics that</p> <p>6 you've just said. Are there any others?</p> <p>7 A. That I've used?</p> <p>8 Q. Well, that you or AMM used as part</p> <p>9 of this effort to evaluate its financial</p> <p>10 damage.</p> <p>11 A. I think that that makes up the core</p> <p>12 of it. I mean really, you can get anything you</p> <p>13 need from Google Analytics. There's other</p> <p>14 indicators that something gets you is going on</p> <p>15 and you can see sort of the cost-per-conversion</p> <p>16 rate changing. And Google AdWords would be</p> <p>17 another indicator that something's happening.</p> <p>18 Q. My question wasn't are there other</p> <p>19 indicators. My question is: What exactly did</p> <p>20 you and the entity use?</p> <p>21 (Court Reporter Interruption.)</p> <p>22 (Question on Page 41, Lines 18</p> <p>23 through 20, read by the</p> <p>24 reporter.)</p> <p>25 MR. GALLETTCH: Yes. That's the</p>

<p style="text-align: right;">Page 42</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 question.</p> <p>3 THE WITNESS: The tools that we used</p> <p>4 that I'm aware of are Google Analytics and</p> <p>5 AdWords and whatever -- whatever -- I think</p> <p>6 QuickBooks is what our accountant uses to</p> <p>7 sort of come up with these reports.</p> <p>8 BY MR. GALLETTCH:</p> <p>9 Q. When you say "Google Analytics,"</p> <p>10 what is that?</p> <p>11 A. That's Google's tool to measure</p> <p>12 everything from sales to user behavior traffic</p> <p>13 on a website.</p> <p>14 Q. Did you ask Google for this or do</p> <p>15 you have access to it?</p> <p>16 A. It's something you sign up for.</p> <p>17 Q. When you -- so when AMM wants to</p> <p>18 figure out its financial damage, did you go to</p> <p>19 Google and say, Hey, Google, do you have some</p> <p>20 information, or do you have an account with</p> <p>21 Google, you just log in and pull you up the</p> <p>22 data yourself?</p> <p>23 A. The latter. You can log in and pull</p> <p>24 up the data yourself.</p> <p>25 Q. And who did that in this instance?</p>	<p style="text-align: right;">Page 43</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 Is that you, your accountant or Mr. Yoshioka?</p> <p>3 A. I certainly did it. Our accountant</p> <p>4 doesn't -- I don't think our accountant has</p> <p>5 access to Google Analytics and me and Glen use</p> <p>6 Google Analytics.</p> <p>7 (Mr. Freeman joins.)</p> <p>8 BY MR. GALLETTCH:</p> <p>9 Q. And when did you do this? When did</p> <p>10 you go into Google Analytics in order to</p> <p>11 evaluate the financial damage?</p> <p>12 A. I started going into Google</p> <p>13 Analytics back in April 2018 when we started</p> <p>14 seeing sales fall off.</p> <p>15 Q. So Mr. King, I'm just trying to</p> <p>16 understand the time frame when you did the</p> <p>17 analysis for the alleged financial damage to</p> <p>18 AMM. I don't know if that's the answer, it</p> <p>19 started in April 2018, but I'm trying to</p> <p>20 understand the effort AMM made to assess its</p> <p>21 alleged financial damage.</p> <p>22 So are you saying that that started</p> <p>23 in April of 2018 or was it after that?</p> <p>24 A. It started in April 2018. Well,</p> <p>25 that's when we could see -- I mean, you can</p>
<p style="text-align: right;">Page 44</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 look at -- there's a lot of very -- there's a</p> <p>3 lot of tools. Like you can look at</p> <p>4 year-over-year sales figures. You can look at</p> <p>5 year-over-year conversion rates. You can look</p> <p>6 at change of conversion rates over time. You</p> <p>7 can look at traffic versus like engagement</p> <p>8 time, so it's -- there's a lot of...</p> <p>9 Q. What did you look at specifically</p> <p>10 to -- you said AMM's financials?</p> <p>11 A. These are all things that I looked</p> <p>12 at.</p> <p>13 Q. Did you print any of those?</p> <p>14 A. I lost you for the last bit.</p> <p>15 Q. When you were looking at Google</p> <p>16 Analytics, was this like online on a computer</p> <p>17 screen?</p> <p>18 A. Yes.</p> <p>19 Q. Did you save any of them or print</p> <p>20 them in paper or hard-copy form?</p> <p>21 A. It's entirely possible that I</p> <p>22 screenshotted them and shared them with our</p> <p>23 lawyers or -- but no, I don't -- I didn't save</p> <p>24 any of them in the program.</p> <p>25 Q. Do you know what I mean by like</p>	<p style="text-align: right;">Page 45</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 saving them by converting it in a PDF or some</p> <p>3 format that you can refer to later?</p> <p>4 MS. ROBERTS: Object to form.</p> <p>5 THE WITNESS: I said I did try and I</p> <p>6 sent that to lawyers at BPM.</p> <p>7 BY MR. GALLETTCH:</p> <p>8 Q. Let me back up for a second,</p> <p>9 Mr. King.</p> <p>10 You said you started looking at</p> <p>11 Google Analytics in April 2018. When did you</p> <p>12 stop looking at Google Analytics in order to</p> <p>13 assess the financial damage to AMM?</p> <p>14 A. I think I've looked at Google</p> <p>15 Analytics every single week since I've taken</p> <p>16 over as executive director.</p> <p>17 Q. Okay. When you go into --</p> <p>18 MS. ROBERTS: Is it okay if we take</p> <p>19 a quick break?</p> <p>20 MR. GALLETTCH: Not quite this</p> <p>21 moment, but in a -- let me finish this if</p> <p>22 you don't mind.</p> <p>23 BY MR. GALLETTCH:</p> <p>24 Q. So when you go into Google</p> <p>25 Analytics, Mr. King, is that basically you have</p>

<p style="text-align: right;">Page 50</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 paraphrasing -- it says that AMM is classified</p> <p>3 as either public charities or private</p> <p>4 foundations, and then: "We determined that you</p> <p>5 are a public charity under the code sections</p> <p>6 listed..."</p> <p>7 Do you see that part?</p> <p>8 A. Yes.</p> <p>9 Q. So according to the IRS in this</p> <p>10 letter, the IRS has determined that AMM is a</p> <p>11 public charity; is that your understanding as</p> <p>12 well?</p> <p>13 MS. ROBERTS: Object to the form.</p> <p>14 THE WITNESS: That's what it says on</p> <p>15 the document, yes.</p> <p>16 BY MR. GALLETTCH:</p> <p>17 Q. Is AMM a public charity?</p> <p>18 A. Yes.</p> <p>19 MS. ROBERTS: Object to the form.</p> <p>20 BY MR. GALLETTCH:</p> <p>21 Q. As far as you know as the executive</p> <p>22 director, did the IRS issue any certificate</p> <p>23 that comes with this?</p> <p>24 MS. ROBERTS: Objection.</p> <p>25 THE WITNESS: What is the</p>	<p style="text-align: right;">Page 51</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 certificate?</p> <p>3 BY MR. GALLETTCH:</p> <p>4 Q. I'm asking you. Did you get</p> <p>5 anything else from the IRS -- did AMM get</p> <p>6 anything else from the IRS other than this</p> <p>7 letter regarding its application to be exempt</p> <p>8 from tax?</p> <p>9 A. I'm not aware of anything else. I</p> <p>10 don't know.</p> <p>11 Q. So did IRS issue any certification</p> <p>12 or certificate to AMM as far as you know?</p> <p>13 MS. ROBERTS: Objection. Asked and</p> <p>14 answered.</p> <p>15 THE WITNESS: Beyond what I'm</p> <p>16 looking at?</p> <p>17 BY MR. GALLETTCH:</p> <p>18 Q. Yes.</p> <p>19 A. I'm not aware of anything.</p> <p>20 Q. Before we took a break, you were</p> <p>21 saying that AMM evaluated its financial damage.</p> <p>22 Do you know what the amounts of that</p> <p>23 financial damage is?</p> <p>24 A. I don't have an exact figure, no.</p> <p>25 Q. Why not?</p>
<p style="text-align: right;">Page 52</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 A. Because we -- well, for starters,</p> <p>3 the financial damage is still ongoing.</p> <p>4 Q. What do you mean by that?</p> <p>5 A. Last I checked, the misleading</p> <p>6 website is still live and presumably still</p> <p>7 influencing potential ministers.</p> <p>8 Q. When was -- the site you're</p> <p>9 referring to, is that the</p> <p>10 americanmarriageministries.com site?</p> <p>11 A. Yes.</p> <p>12 Q. And when was that site put up?</p> <p>13 A. I don't know.</p> <p>14 Q. Could AMM have calculated financial</p> <p>15 damages at least up through the time the</p> <p>16 lawsuit was filed or even today?</p> <p>17 A. I don't know.</p> <p>18 Q. Has AMM tried to figure out what --</p> <p>19 its alleged financial losses through any period</p> <p>20 of time?</p> <p>21 A. I have discussed this with the</p> <p>22 lawyers. We haven't gotten as far as coming up</p> <p>23 with an exact dollar figure that I'm aware of.</p> <p>24 Q. Well, as I understand it, one of the</p> <p>25 allegations that AMM is making is that it,</p>	<p style="text-align: right;">Page 53</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 itself, lost revenue. Is that accurate?</p> <p>3 A. Yes.</p> <p>4 Q. And has AMM tried to figure out the</p> <p>5 amount of revenue that it lost?</p> <p>6 A. We have made -- we have investigated</p> <p>7 it, yes.</p> <p>8 Q. Has AMM tried to figure out what its</p> <p>9 lost revenue is like for a period of time or</p> <p>10 through a specific date?</p> <p>11 A. I believe so, yeah. I certainly --</p> <p>12 I mean, I don't have exact figures that we</p> <p>13 have -- I mean, I have my suspicions. You</p> <p>14 could say I have a pretty good idea. I can</p> <p>15 look at, you know, year over year and compare</p> <p>16 to 2018, for example.</p> <p>17 Q. Okay. You say I believe so, so what</p> <p>18 would be that time period or time frame that</p> <p>19 you did?</p> <p>20 A. Well, I can look at, for example,</p> <p>21 April 2018 through April 2019 to get an idea</p> <p>22 for, say, like the first year after we really</p> <p>23 started experiencing the downturn.</p> <p>24 Q. So in this lawsuit, you're asking</p> <p>25 the plaintiff to pay AMM money, are you not?</p>

<p style="text-align: right;">Page 54</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 A. Can you repeat that question?</p> <p>3 Q. In this lawsuit, isn't AMM asking</p> <p>4 the plaintiff to pay it money?</p> <p>5 A. We are seeking damages, yes.</p> <p>6 Q. Okay. And can you tell me today</p> <p>7 anything about the amount of those damages?</p> <p>8 A. Beyond that -- what I told you in</p> <p>9 the previous answer, no, I just -- I don't have</p> <p>10 exact figures for you. I can tell you the</p> <p>11 process of how I would go about finding a rough</p> <p>12 estimation, but ultimately that's the kind of</p> <p>13 thing that I would rather -- you know, it's not</p> <p>14 really what I do at American Marriage</p> <p>15 Ministries and nobody here does that, so that's</p> <p>16 the kind of thing we would hand off to experts.</p> <p>17 Q. What is the time period that AMM is</p> <p>18 claiming there's a loss?</p> <p>19 A. I don't actually know. And I don't</p> <p>20 know that because presumably the time period is</p> <p>21 pretty extensive.</p> <p>22 Q. How do you expect my client and I to</p> <p>23 defend the claim if we don't even know what</p> <p>24 time frame AMM is claiming or the amount that</p> <p>25 it's claiming?</p>	<p style="text-align: right;">Page 55</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 MS. ROBERTS: Object to the form.</p> <p>3 THE WITNESS: How do I expect you to</p> <p>4 defend -- I don't know. I'm not a lawyer.</p> <p>5 BY MR. GALLETCH:</p> <p>6 Q. So is AMM claiming that it lost</p> <p>7 sales, that its sales actually decreased?</p> <p>8 A. Yes.</p> <p>9 Q. What can you tell me about the time</p> <p>10 frame that AMM alleges that its sales</p> <p>11 decreased?</p> <p>12 A. Presumably the time frame extends</p> <p>13 from the period -- it would be the entirety of</p> <p>14 the period of time that the -- that Universal</p> <p>15 Life Church Monastery has controlled</p> <p>16 americanmarriageministries.com and has been</p> <p>17 using it to either siphon ordinations and sales</p> <p>18 away from our organization or subsequently to</p> <p>19 slander or to, you know, bring into question</p> <p>20 the validity of American Marriage Ministries</p> <p>21 ordination.</p> <p>22 So I don't have the exact date on</p> <p>23 that, but it's a pretty -- as I recall from</p> <p>24 yesterday, it goes back quite a few years.</p> <p>25 Q. You started that "presumably," so I</p>
<p style="text-align: right;">Page 56</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 have a hard time following your answer, whether</p> <p>3 you're just giving me a generalization or</p> <p>4 you're giving me what AMM is actually claiming.</p> <p>5 So I'm sorry to have to ask you this</p> <p>6 again, but what is the time period that AMM is</p> <p>7 actually claiming and not presumably claiming?</p> <p>8 MS. ROBERTS: Objection to form.</p> <p>9 THE WITNESS: I don't know the exact</p> <p>10 time frame.</p> <p>11 BY MR. GALLETCH:</p> <p>12 Q. Do you know what event would start</p> <p>13 it, that time frame? I mean, in other words,</p> <p>14 is there an event that you can tie it to?</p> <p>15 A. I can't say that because that event</p> <p>16 likely precedes my tenure as executive</p> <p>17 director, and then we don't know, or I</p> <p>18 certainly don't know when that site started</p> <p>19 damaging American Marriage Ministries</p> <p>20 reputation and our sales. I just don't have</p> <p>21 that information.</p> <p>22 Q. Has AMM made any effort to determine</p> <p>23 what the injury is to its reputation?</p> <p>24 A. Yes.</p> <p>25 Q. And what has it done?</p>	<p style="text-align: right;">Page 57</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 A. We have worked with our lawyers</p> <p>3 to -- you know, to look at the data, to -- I</p> <p>4 honestly don't have an exact answer for this</p> <p>5 either. We're working with experts through our</p> <p>6 law firm and they are primarily responsible for</p> <p>7 this. I don't know what they're doing exactly,</p> <p>8 but I know that we've -- again, this isn't</p> <p>9 really my area of expertise, so we've hired</p> <p>10 people who know what they're doing to do this.</p> <p>11 Q. When did AMM hire an expert that</p> <p>12 you're referring to?</p> <p>13 A. You will have to ask the folks at</p> <p>14 BPM because -- or the folks at Foster Garvey</p> <p>15 because they're the ones that did the hiring.</p> <p>16 We weren't involved in that. By "hiring," I</p> <p>17 mean brought them on. I don't know the exact</p> <p>18 professional relationship between the different</p> <p>19 organizations.</p> <p>20 Q. So would you agree with me that if</p> <p>21 an organization is claiming that it lost sales,</p> <p>22 it would have the ability to just look at its</p> <p>23 sales and say, Here's the sales that, you know,</p> <p>24 decreased, or from this time period to this</p> <p>25 period, that you know, we can say, Here it is.</p>

<p style="text-align: right;">Page 58</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 Here. Look at our numbers. Here's the time</p> <p>3 frame. It was this number on this day. It's</p> <p>4 this number on the other day?</p> <p>5 A. Sure. I mean, I can look at -- like</p> <p>6 I said earlier, I can look at the</p> <p>7 year-over-year difference in sales. So if you</p> <p>8 were to ask me specifically, how did your sales</p> <p>9 differ between May of 2017 and May of 2018, I</p> <p>10 could get back to you with numbers, but I</p> <p>11 can't -- I don't know any of these off the top</p> <p>12 of my head.</p> <p>13 If you were to ask me, How has your</p> <p>14 conversion rate changed between those two time</p> <p>15 periods, I could also give you an exact number.</p> <p>16 If you were to ask me, How has user behavior</p> <p>17 changed over those time periods, I couldn't get</p> <p>18 you a number, but I know it's changed and we</p> <p>19 could have experts get in touch with you that</p> <p>20 could explain that.</p> <p>21 Q. So as you sit here today, though,</p> <p>22 you can't tell me anything about the time frame</p> <p>23 for which AMM is claiming that it lost sales</p> <p>24 due to some action or statement by ULC</p> <p>25 Monastery; is that right?</p>	<p style="text-align: right;">Page 59</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 A. No, that's not correct. Referring</p> <p>3 to my previous answer, I told you I can give</p> <p>4 you a general time frame and I can give you</p> <p>5 specific time frames year over year, but I</p> <p>6 can't do it --</p> <p>7 Q. What's the general time frame?</p> <p>8 A. -- off the top of my head because</p> <p>9 this is complex data.</p> <p>10 Q. What's the general time frame?</p> <p>11 A. The general time frame would be the</p> <p>12 time frame from which George -- again, I don't</p> <p>13 know the details here, so I'm going to preface</p> <p>14 this by saying presumably because this isn't</p> <p>15 something that I know infinitely, but</p> <p>16 presumably from as long as that site has</p> <p>17 existed and has been misleading potential</p> <p>18 ministers about, you know, who AMM is and the</p> <p>19 validity of our organization up until -- up</p> <p>20 until today because it's still live.</p> <p>21 Q. The expert that you referred to,</p> <p>22 would they be evaluating the same documents</p> <p>23 that you were looking at, Google Analytics,</p> <p>24 AdWords and QuickBooks?</p> <p>25 A. I don't know what they're looking</p>
<p style="text-align: right;">Page 60</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 at. Presumably they'd be looking at more than</p> <p>3 me because they're experts.</p> <p>4 Q. Do you know the name of the expert?</p> <p>5 A. I don't recall the names of the</p> <p>6 experts, no.</p> <p>7 Q. Has AMM tried to evaluate any loss</p> <p>8 of its goodwill?</p> <p>9 A. Tried to evaluate the loss of our</p> <p>10 goodwill. Presumably, yes. I don't know.</p> <p>11 Q. Do you know when AMM would be able</p> <p>12 to get -- do you know when AMM will be able to</p> <p>13 give the plaintiff the specifics regarding its</p> <p>14 alleged financial damage, injuries to its</p> <p>15 reputation or goodwill, lost sales, economic</p> <p>16 harm and those things?</p> <p>17 MS. ROBERTS: Object to form.</p> <p>18 THE WITNESS: I don't know that</p> <p>19 answer.</p> <p>20 BY MR. GALLETTCH:</p> <p>21 Q. Give me one second here. Oh, one</p> <p>22 other thing. You said Trygve Jones. Can you</p> <p>23 spell his name for me?</p> <p>24 A. I'll give it a shot. T-R-Y-G-V-E,</p> <p>25 and then Jones is J-O-N-E-S presumably. I</p>	<p style="text-align: right;">Page 61</p> <p>1 LEWIS KING - CONTAINS CONFIDENTIAL - AEO</p> <p>2 don't know how to...</p> <p>3 Q. Did Mr. Jones also work for the</p> <p>4 plaintiff in this lawsuit?</p> <p>5 A. Yes.</p> <p>6 Q. Do you know why he left working for</p> <p>7 the ULC Monastery?</p> <p>8 MS. ROBERTS: Object to the form.</p> <p>9 THE WITNESS: No.</p> <p>10 BY MR. GALLETTCH:</p> <p>11 Q. Have you personally looked for any</p> <p>12 documents that the plaintiff has asked AMM to</p> <p>13 produce in this case?</p> <p>14 A. We -- the way that we did this is</p> <p>15 we -- when we worked with Foster Garvey, I gave</p> <p>16 complete access to all of my accounts. We gave</p> <p>17 all of AMM's accounts to their people and they</p> <p>18 handled it. I think at one point, I may have</p> <p>19 even been involved. I don't recall exactly</p> <p>20 what I did, but it was brief, and I think</p> <p>21 ultimately Foster Garvey took over.</p> <p>22 Q. When did you do that? When did AMM</p> <p>23 basically give everything to its lawyers?</p> <p>24 A. I don't remember. Awhile ago.</p> <p>25 MS. ROBERTS: Object to form.</p>